



**Newport Beach Restaurant Association
Business Improvement District**

Board Meeting Minutes - November 19, 2014

**Newport Beach & Company
1600 Newport Center Drive, Suite 120
Newport Beach, CA 92660**

I. CALL MEETING TO ORDER

President Walker called the meeting to order at 9:35 a.m.

II. ROLL CALL

Directors Present:

Jim Walker	The Bungalow Restaurant
Thomas Giulioni	Back Bay Bistro
John Robinson	Amelia's
Ronald Schwartz	Muldoon's Irish Pub
Sheri Drewry	Wilma's Patio
Dan Miller	Village Inn
Alexandra Robinson	Park Avenue Café
Joe Campbell	Ruby's Diner
Stephen Joyce	Newport Beach Tennis Club
Cathy Pavlos	Provenance

Quorum Achieved

Directors Absent:

Cindy O'Shea	Whole Foods Market & Back Bay Tavern
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BID Administrator Present:

Polly Peak, Marketing Consultant	Newport Beach & Company
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III. PUBLIC COMMENTS ON AGENDA ITEMS

None

IV. APPROVAL OF MINUTES

President Walker postponed approval of the meeting minutes from July 24, 2014, to next meeting.

V. CURRENT BUSINESS

A. BID Financial Reports for September/October 2014

- Director Giulioni reviewed the BID financials for the period ending October 31, 2014.

MOTION: Director Schwartz moved to accept and file the September/October financials. Director Campbell seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, Drewry, Miller, A. Robinson, Campbell, Joyce, Pavlos

B. President's Report

- President Walker provided an update on the where the NBRA is tracking with regards the NBRA Strategic Plan.
 - President Walker and Director Miller reported on the Membership Advisory Committee progress. The group is looking at different ways to define the BID membership such as occupancy vs. employee numbers.
 - Directors Campbell and Joyce recommended establishing an Associate Membership for industry vendors (i.e. Sysco or Hornblower)
 - The NBRA toll free number is no longer being used. and will be discontinued by the end of the year as planned.
 - The city is setting up credit card processing for NBRA through TransFirst. Members will be able to pay their assessment fees and Restaurant week participation fees online using a credit card.
 - The board discussed the Annual Membership Meeting in March, and provided ideas on structure and format for the meeting as follows:
 - Inviting the public for reception but only members for a pre-meeting.
 - Making sure the event will be cost proportionate.
 - Bringing a keynote speaker,
 - Bill Marvin from www.restaurantowner.com
 - Somebody on tour doing a cookbook signing
 - A selection of people from our community for a panel
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C. Dine Newport Beach Restaurant Week

- Ms. Peak reported (35) restaurants have registered to participated, and (7) of those restaurants are past due on the NBRA fees. Goal is have a total of (70) restaurants involved in the event.
 - Ms. Peak announced that event will be funded only by the restaurant participation fees, grants for the event and event sponsorships.
 - Marketing budget for Restaurant Week is approximately \$45k - \$50k for 2015. Last year approximately \$65k-\$70k was spent for event marketing.
 - The new Restaurant Week ad campaign is called "Seize the Dish."
 - Ms. Peak reviewed the advertising, media and PR plan for the event.
 - A social media campaign will include an Instagram photo promotion .
 - Menus for participating restaurants are due December 12th.
 - The Restaurant Week portion of the website will launch December 15th.
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D. BID Marketing Report

- Ms. Peak reported that the new website has received two prestigious MarCom awards of excellence. One for design and one for the mobile site.
 - Ms. Peak provided the current website and social media channel metrics.
 - Updates on PR metrics, media highlights and coverage.
 - Updates on restaurant quarterly and monthly consumer newsletters.
 - CRA restaurant industry updates:
 - General discussion regarding minimum wage throughout California:
 - \$15/hr in San Francisco
 - \$11.50/hr in San Diego
 - \$13.25/hr in Los Angeles
 - Update on 2015 Food Events in Newport Beach
 - Taste of Balboa confirmed for March
 - Newport Beach Wine & Food Festival confirmed for October
 - Possible Fried Chicken Fest and a Sriracha Fest in 2015
 - Save the Date for the next NBRA BID Meeting – Wednesday, January 21, 2015 at 9:30am at Newport Beach & Company.
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VI. NBRA BID announcements or matters, which members would like placed on a future agenda for discussion, action or report (non-discussion items)

- Director Giulioni asked to have Steve Bender placed on the next agenda to speak about two new culinary events at The Dunes:
 - International Wine Festival on May 11, 2015
 - Kansas City BBQ Competition on June 24, 2015

VII. Public comments on non-agenda items

None

VIII. Adjournment

MOTION: President Walker moved to adjourn the meeting.
Director J. Robinson seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, Drewry, Miller, A. Robinson, Campbell, Joyce, Pavlos

The meeting adjourned at 10:40 a.m.

The next regular board meeting will be January 21, 2015.